

## **ABSTRACT**

A method and system of managing and handling consumer complaints is provided. The method includes receiving a complaint from a consumer regarding a merchant, forwarding the complaint to the merchant for a merchant's response, displaying the complaint and the merchant's response, if one is received, for a plurality of users to opine as to the righteousness of the consumer and the merchant, receiving a plurality of users' opinions of righteousness, and displaying the users' opinions of righteousness as an averaged numerical representation.